

A Message from the Mayor

I am very excited about our future. Madison is poised to be the social and economic epicenter of North Alabama. Yes, we have our challenges, but we have so many more great opportunities.

I want people to love working, playing, and living in our great city. I want it to be a place where you want to move, raise a family, and retire. I want businesses to start here and to grow and succeed!

My vision is for Madison, Alabama to be the community of choice in the Tennessee Valley.

Mission Statement

Our mission is to improve the quality of life for EVERY Madison resident.

To accomplish this mission, we will work diligently on such things as:

- Efficient and well maintained roads
- A responsive City Hall that treats our citizens with prompt and courteous service
- Increased and improved recreational opportunities for children and adults of all ages
- Thriving social “destinations” at which to eat, shop, work, and play
- A school system that remains the shining star of our city

My administration will always make decisions with this mission in mind.

The Strategy to Accomplish the Mission

Increase Sales Tax Revenue

We will increase our primary funding source, sales tax revenue. Sales tax accounts for over half of the funds spent by the city to provide critical services such as police and fire protection, building and maintaining roads, collecting trash, and improving parks and recreational facilities. Below are a few tactical ways we are going to address this.

- We must encourage the development of commercial and retail businesses to increase these revenues.
- We will market our community and the wonderful assets it affords to potential businesses.
- We will help new businesses decide where to locate within Madison, streamline city processes to get their businesses built, and finally assist in the growth and prosperity of all Madison businesses, both existing and future.
- In cooperation with the City Council, we will secure an economic development coordinator to implement these strategies

Our residents expect more, and we must have the funding required to meet these expectations. By increasing revenue, we will be able to provide the enhanced infrastructure and services that our citizens need and desire.

Relationships

Madison will build relationships both internally and externally.

1. Internally, we will establish stronger relationships within city departments and with our service providers. Everyone must be working toward a common goal. Strengthening internal relationships will go far in achieving our objective of making it easier to do business with Madison. This is a key element to supporting our first strategy. Improving working relationships between city departments and reopening the lines of communication with our services providers (i.e. Madison Utilities, North Alabama Gas, etc.) will help our city run more efficiently and enable our city government to accomplish its mission of improving quality of life for every resident.
2. Externally, it is vitally important that we have cooperative, productive relationships with these entities:
 - Surrounding city and county government officials
 - The Governor's office and state agencies
 - Our State legislators
 - Our Congressional Representatives in Washington
 - Regional businesses and non-profit entities in the community

These relationships will expedite city improvements that can be achieved via cooperative projects, state monies, legislative assistance, or other benefits of functioning as part of the greater North Alabama community.

City Hall must improve relationships with its residents through open access to information about our government and how the city is run. We will do a better job of making you aware of opportunities where you can make a difference by getting involved with YOUR city.

Our Challenge

Now, all this sounds great, but your likely question is "How is all of this going to be done?" That's our challenge. The answer is that our future is going to be defined by a plan with 2, 5, and 10 year milestones. These milestones will provide the roadmap for realizing our vision. The plan will outline strategic focus and be supported by tactical actions. Developed in conjunction with the community, the plan will define who we are, where we want to be, and how we will get there. We will harness the collective experience, knowledge, and innovative thinking of our community to determine what Madison will look like in 2018.

I strongly encourage you to embrace this vision and help us meet this challenge. Seek ways to become engaged with us at City Hall and with your neighbors in making this a better community. Together, we will make a difference.

I am honored to be your mayor and look forward to the next four years of service to this great community.

Sincerely,
Mayor Paul Finley